Churn Modelling Dataset

The dataset you've provided is called the Churn Modelling dataset. It contains information about customers in a company. Here are some key points about this dataset.

Data Description

- The dataset includes various features related to customers, such as their credit score, age, gender, balance, number of products they use, whether they have a credit card, their tenure with the company, and more.
- Each row represents a customer, and the columns represent different attributes.
- The dataset aims to capture relevant information about customers to predict whether they are likely to churn (i.e., leave the company) or not.

Features description

- RowNumber: The number of the row
- CustomerId: The unique customer id
- Surname: Customers Surname
- CreditScore: Their credit score
- Geography: Which Country they belong to
- Gender: Their Gender
- Age: Age
- Tenure: The time of bond with company
- Balance: The amount left with them
- NumOfProducts: The products they own
- HasCrCard: Do they have a credit card or not
- IsActiveMember: How active member they are
- EstimatedSalary: Their estimated salary
- Exited: Whether they stay in the or leave

Objective

- The primary objective of this dataset is to evaluate the performance of classification models.
- Specifically, the goal is to predict whether a customer will churn (i.e., close their account or stop using the company's services) based on the available features.
- By building and assessing classification models, companies can proactively identify customers who are at risk of leaving and take appropriate actions to retain them.